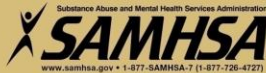


## Behavioral Health is Essential To Health

Prevention Works

Treatment is Effective

People Recover



## How to bring diverse populations through our front steps

**SAMHSA PBHCI National Grantee Meeting  
June 4- 7, 2017 • Austin, TX**



## Disclaimer

The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), the Health Resources and Services Administration (HRSA), or the U.S. Department of Health and Human Services (HHS).



## About the Presenters



**Rachele Espiritu, PhD**  
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Change Matrix, LLC



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Founding Partner,  
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## Objectives

- Discuss challenges that care organizations have with identifying the populations they want to serve
  - *Start with self reflection first*
- Reaching out to these focus populations
- Ensuring that they are providing culturally appropriate and resonant services



## Introductions

- **How long do you have to make a first impression?**
- **How do you think people size you up?**



# Ladder of inference

**Add MEANING**

(cultural and personal)

**Select DATA**

**OBSERVABLE DATA and EXPERIENCE**

(the “video tape”)

**Take ACTIONS**

(based on beliefs)

**Adopt BELIEFS**

**Draw CONCLUSIONS**

**Make ASSUMPTIONS**

(based on meaning added)

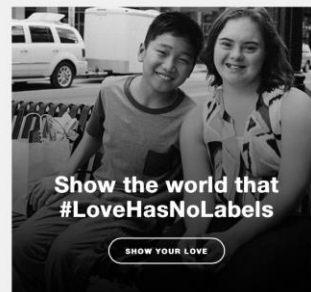
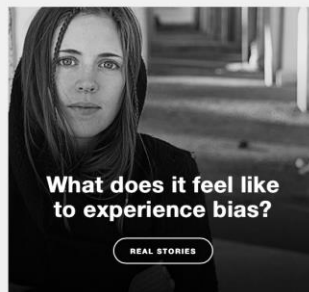


## Take the Quiz: Can you spot the bias within yourself?

**Learn how you can take steps to end bias.**

To end bias, we need to become aware of it. Can you spot the bias within yourself? This quick quiz might surprise you.

**TAKE THE QUIZ**



Source: <http://lovehasnolabels.com/about-bias>





## Gallery Walk

Please go to one of 3 poster sheets that are attached to the wall and add your response to the question using the post-it note pad and markers provided

## Identifying populations to serve

**Testing assumptions and bias**  
**Creating safe space to explore**

- **Why is this important?**
- **How do you identify populations?**
- **What do you know?**



## Reaching out to focus populations

- What innovative and/or successful outreach strategies have you used? Or do you plan to use?
- How do you understand needs of disparate populations?
- What kind of data is collected?



## Providing CLC

- How do you ensure that your care organization is providing culturally appropriate and resonant services?



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